

1. A method of guiding a customer to a product available for sale in a retail store, the method comprising the steps of:

- entering at least one product code;
- retrieving product location information for at least one product corresponding to the entered at least one product code; and
- presenting the retrieved product location information to the customer.

2. The method of claim 1, wherein the at least one product code is entered via the Internet.

3. The method of claim 1, wherein the at least one product code is entered via a device located at the retail store.

4. The method of claim 3, wherein the at least one product code is entered via a kiosk located at the retail store.

5. The method of claim 3; wherein the device located at the retail store is a handheld device carried by the customer.

6. The method of claim 3, wherein the device located at the retail store is integrated with a shopping container.

1                   14. The method of claim 10, wherein the device  
2   located at the retail store is integrated with a shopping  
3   basket.

1           15. The method of claim 1, wherein the presenting  
2 step includes audibly reproducing the retrieved location  
3 information.

1           16. The method of claim 1, wherein the retrieved  
2 location information presented to the customer includes a  
3 walking route map to a location of the at least one product.

1           17. The method of claim 1, further comprising the  
2 step of selecting a store location for which the product  
3 location information is to be retrieved.

1           18. The method of claim 1, wherein the retrieved  
2 and presented product location indicates a store aisle in  
3 which the at least one product is located.

1           19. A system for guiding a customer to a product  
2 available for sale in a retail store, comprising:  
3           a transportable computing device;  
4           a computer in communication with the  
5 transportable computing device and programmed to download to  
6 the transportable computing device product location  
7 information that is indicative of a location of the product  
8 in the retail store.

1           20. The system of claim 19, wherein the  
2 transportable computing device is a handheld device.

1           21. The system of claim 19, wherein the  
2 transportable computing device is integrated with a shopping

3 container.

1           22. The system of claim 19, wherein the  
2 transportable computing device presents the downloaded  
3 product location to the customer in the form of visual  
4 information.

1           23. The system of claim 19, wherein the  
2 transportable computing device presents the downloaded  
3 product location to the customer in the form of audible  
4 information.

1           24. The system of claim 19, wherein the product  
2 location information indicates an aisle in which the product  
3 is located.

1           25. The system of claim 19, further comprising  
2 means for determining a location of the transportable  
3 computing device in the retail store.

1           26. A system for guiding a customer to a product  
2 available for sale in a retail store, comprising:  
3           entry means for entering at least one product  
4 code;

5           retrieval means, responsive to the entry  
6 means, for retrieving product location information for at  
7 least one product corresponding to the entered at least one  
8 product code; and

9           presentation means, responsive to the  
10 retrieval means, for presenting the retrieved product

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11 location information to the customer.

1 27. The system of claim 26, wherein the entry  
2 means includes a personal computer connected to the  
3 Internet.

1 28. The system of claim 27, wherein the  
2 presentation means includes a printer connected to the  
3 personal computer.

1 29. The system of claim 26, wherein the retrieval  
2 means includes a server computer connected to the Internet.

1 30. The system of claim 26, wherein the entry  
2 means includes a kiosk located at the retail store.

1 31. The system of claim 30, wherein the  
2 presentation means includes a display screen of the kiosk.

1 32. The system of claim 30, wherein the  
2 presentation means includes a printer associated with the  
3 kiosk.

1 33. The system of claim 26, wherein the  
2 presentation means includes a computing device transported  
3 within the retail store by the customer.

1 34. The system of claim 33, further comprising  
2 means for detecting a location of the computing device in a

3 retail store.

1 35. The system of claim 26, wherein the entry  
2 means includes a portable computing device.

1 36. The system of claim 35, wherein the  
2 presentation means includes a printer located at the retail  
3 store.

1 37. The system of claim 36, wherein the retrieval  
2 means includes a computer located at the retail store.

1 38. A system for guiding a customer to a product  
2 available for sale in a retail store, comprising:  
3 a portable computing device in which a  
4 shopping list is stored;  
5 a computer in communication with the portable  
6 computing device; and  
7 a printer controlled by the computer to print  
8 product location information corresponding to items on the  
9 shopping list.

1 39. The system of claim 38, wherein the portable  
2 computing device is a PDA.

1 40. The system of claim 38, wherein the computer  
2 is in wireless communication with the portable computing  
3 device.

1 41. The system of claim 38, wherein the product

2 location information is printed in the form of a map of the  
3 retail store.

1 42. A method of guiding a customer to a product  
2 available for sale in a retail store, the method comprising  
3 the steps of:

4 uploading a shopping list from a portable  
5 computing device to a computer;  
6 retrieving product location information for  
7 items included in the uploaded shopping list; and  
8 presenting the retrieved product location  
9 information to the customer.

1 43. The method of claim 42, wherein the  
2 presenting step includes printing the retrieved product  
3 location information.

1 44. The method of claim 43, wherein the printed  
2 product location information is in the form of a map of the  
3 retail store.

1 45. The method of claim 44, wherein the map  
2 includes an indication of a path for the customer to follow.

1 46. The method of claim 43, wherein a quantity of  
2 at least one item of the shopping list is printed together  
3 with the retrieved product location information.

1 47. The method of claim 43, wherein an indication  
2 that an item of the shopping list is not available is

3 printed together with the retrieved product location  
4 information.

1 48. The method of claim 47, wherein an indication  
2 of an alternative to the unavailable item is printed  
3 together with the retrieved product location information.

1 49. The method of claim 43, wherein comparison  
2 shopping information for at least one item of the shopping  
3 list is printed together with the retrieved product location  
4 information.

1 50. A computer program product comprising:  
2 a medium readable by a computer, the computer  
3 readable medium having computer program code adapted to:  
4 receive entry of at least one product  
5 code;  
6 retrieve product location information  
7 for at least one product corresponding to the received at  
8 least one product code; and  
1 present the retrieved product location  
2 code to a customer.

3 51. A method of guiding a customer to a product  
4 available for sale in a retail store, the method comprising  
5 the steps of:  
6 selecting a product from an on-line catalog;  
7 retrieving product location information for  
8 the selected product; and  
9 presenting the retrieved product location



10 information to the customer.

11 52. The method of claim 51, further comprising  
12 selecting a store location.

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